



Annual Internal Review

This report covers the time period of 1/1/2013 to 12/31/2013

Mexican American Cultural Center

The Board/Commission mission statement (per the City Code) is:

Advise the City Council on the establishment and operation of the Mexican American Cultural Center. Cooperate with any civic and volunteer group organized to foster, promote, and sponsor the Mexican American Cultural Center. Section 2-1-162 of the City Code.

1. Describe the board's actions supporting their mission during the previous calendar year. Address all elements of the board's mission statement as provided in the relevant sections of the City Code.

A. Board actions that were made to staff and Austin City Council that supported the operations of the ESBMACC included:

- Development adjacent to the ESBMACC adhere to a set of compatibility standards in the existing land development code to protect the integrity and character of the neighborhood and the ESBMACC.
- Establish a working group of board and community stakeholders to ensure current compatibility standards were being correctly applied to proposed and future development adjacent to the ESBMACC.
- Temporarily delay future development projects in the Rainey Street National Historic Registry district adjacent to the ESBMACC which could impact operations until compatibility standards were reviewed and met.
- Implement metering of the ESBMACC parking lot with parking fee revenue to benefit the ESBMACC.
- Exemption of the ESBMACC from the Business/Parks Parking Ordinance proposed by CM Riley should ordinance pass council.
- Propose a land swap for 70 Rainey Street for city owned property in or close to the Central Business District of an equal value to maintain and protect view lines to the entrance of the ESBMACC.
- Initiate changes in the Land Development Code for neighboring development to enhance and compliment the ESBMACC in the context of architectural design, height restrictions, sound attenuation for developments, selection of building materials,

affordable space for cultural arts businesses and aesthetically pleasing facets facing the ESBMACC.

- Remove from sale, transfer and incorporate 64 Rainey Street parcel into the ESBMACC Master Plan under PARD
- Repurpose of 64 Rainey Street parcel as a pocket park supporting historic character of the neighborhood, extending programming space managed by the ESBMACC and assembly of artwork.
- Waving of parking meter fees and implementation of parking passes for ESBMACC event patrons only.
- Improve visibility of signage for parking lot.
- Approved recommendation for FY 2014 budget items to include a van for transport of seniors and children to ESBMACC events and classes, full-time graphic designer and part time parking attendant and parking attendant booth.
- Establishment of new working groups; 64 Rainey, Alternative Funding Sources, Marketing/Volunteers, 64 Rainey Visioning and Five Year Strategic Plan.

2. Determine if the board's actions throughout the year comply with the mission statement.

The ESBMACC Advisory Board actions have supported the mission by considering items brought before the board in its recommendations to City Council and/or the Director and PARD staff. However, it has become increasingly apparent that staff withholds aspects of the ESBMACC operations that the board becomes aware of independently, or by accident during the proceedings of an Advisory Board meeting. PARD staff should work with full disclosure and in harmony with the advisory board in all aspects of its operations in order to meet the expectations of the community and realize its fullest potential.

3. List the board's goals and objectives for the new calendar year.

- Continue to make recommendations to fully utilize the ESBMACC with relevant programming for the community at large.
- Help increase usage by a broader spectrum of cultural artists and educational opportunities for youth with the Latino Arts Residency Program.
- Develop closer ties with community groups, the Hispanic Quality of Life Commission and the new 10-1 city council.
- Meet the challenges of downtown development that impacts operations and leveraging the new City of Austin Rainey Street Historic District
- Assist staff with resources and resolution of issues affecting the operations of the ESBMACC